

CLAIMS

1. A broadcasting utilizing method comprising the steps of:
receiving service information, which expresses a qualification for receiving
5 a service, together with a broadcast and transmits the service information to
a mobile terminal by a receiver; and
receiving and storing the service information, and outputting stored service
information in accordance with an instruction received from a user by the
mobile terminal.

2. A broadcasting utilizing method comprising the steps of:
receiving service information, which expresses a qualification for receiving
a service, together with a broadcast and outputting the service information
by a receiver;
transmitting, in accordance with a user request, a service request to the
15 receiver, the service request including personal information on a user that is
stored in advance and information on the qualification for receiving a
service by a mobile terminal;
transmitting the service request to a service providing device by the
receiver;
20 receiving the service request and transmitting information corresponding to
the service request to the receiver by the service providing device; and
transmitting the information corresponding to the service request to the
mobile terminal by the receiver.

3. A broadcasting utilizing method comprising the steps of:
25 receiving service information, which expresses a qualification for receiving
a service, together with a broadcast and outputting the service information
by a receiver;
transmitting, in accordance with a user request, a service request to the
receiver, the service request including personal information on the user that

is stored in advance and information on the qualification for receiving a service by a mobile terminal;
transmitting the service request to a service providing device by the receiver; and

- 5 receiving the service request and transmitting information corresponding to the service request to the mobile terminal by the service providing device.

4. A broadcasting utilizing method comprising the steps of:

receiving service information composing an actual service together with a broadcast and outputting the service information by a receiver;

- 10 transmitting a service request, which includes personal information on a user that is stored in advance, to the receiver by a mobile terminal;
transmitting the service request to a service providing device by the receiver; and

- receiving the service request and transmitting information corresponding to the service request to the mobile terminal by the service providing device.

5. A broadcasting utilizing method comprising the steps of:

receiving service information, which includes an address at which a service is provided, together with a broadcast, and transmitting the service information to a mobile terminal by a receiver;

- 20 receiving the service information, generating a service request based on personal information on a user that is stored in advance and the service information, and transmitting the service request to a service providing device by the mobile terminal; and

- receiving the service request and transmitting information that corresponds to the service request to the mobile terminal by the service providing device.

6. A broadcasting utilizing method comprising the steps of:

receiving service information, which includes a format that is used when providing information which is required for a user to make use of a service,

together with a broadcast and transmitting the service information to a mobile terminal by a receiver;

receiving the service information, generating a service request based on personal information on a user that is stored in advance and the service

5 information, and transmitting the service request to the receiver by the mobile terminal;

receiving the service request and transmitting the service request to a service providing device by the receiver;

receiving the service request and the personal information and transmitting
10 information corresponding to the service request to the receiver by the service providing device; and

receiving and outputting the information corresponding to the service request by the receiver.

7. A broadcasting utilizing method comprising the steps of:

15 receiving service information, which includes a format that is used when providing information which is required for a user to make use of a service, together with a broadcast and transmits the service information to a mobile terminal by a receiver;

receiving the service information, generating a service request based on
20 personal information on a user that is stored in advance and the service information, and transmitting the service request to the receiver by the mobile terminal;

receiving the service request and transmitting the service request to a service providing device by the receiver;

25 the service providing device receiving the service request and transmitting information corresponding to the service request to the receiver by the receiver; and

transmitting the information corresponding to the service request to the mobile terminal by the receiver.

8. A broadcasting utilizing method comprising the steps of:
receiving service information, which includes a format that is used when
providing information which is required for a user to make use of a service,
together with a broadcast and transmitting the service information to a

5 mobile terminal by a receiver;

receiving the service information, generates a service request based on
personal information on a user that is stored in advance and the service
information, and transmitting the service request to the receiver by the
mobile terminal;

10 receiving the service request and transmitting the service request to a
service providing device by the receiver; and

receiving the service request and transmitting information corresponding to
the service request to the mobile terminal by the service providing device.

9. A broadcasting utilizing method comprising the steps of:

15 receiving service information, which specifies a type of service, together
with a broadcast and transmitting the service information to a mobile
terminal by a receiver;

receiving the service information, generating a service request based on the
personal information on a user that is stored in advance and the service

20 information, and transmitting the service request to the receiver by the
mobile terminal;

the service request and transmitting the service request to a service
providing device by the receiver receiving;

receiving the service request and transmitting, to a service provider, an

25 instruction for a provision of a service corresponding to the service request
by the service providing device.

10. A receiver for being used in a broadcasting utilizing system including a
service providing device for providing a service in response to a service
request and a mobile terminal that stores personal information on a user,

comprising:

means for receiving a broadcast;

means for extracting service information appended to the broadcast;

5 means for receiving a service request that is generated based on the service information and is transmitted by the mobile terminal, the service request and including the personal information;

means for transmitting the service request to the service providing device;
and

10 means for receiving information corresponding to the service request from the service providing device and transmitting information to the mobile terminal.

11. The receiver according to claim 10, wherein the receiver transmits to the mobile terminal the information corresponding to the service request that is received from the service providing device.

15 12. A mobile terminal for being used in a broadcasting utilizing system including a receiver for receiving service information appended to a broadcast and a service providing device for providing a service in response to a service request that has been received, comprising:
means for storing personal information;
20 means for receiving the service information from the receiver; and
means for generating a service request based on the service information and the personal information and transmitting the service request to the service providing device.

25 13. A mobile for being used in a broadcasting utilizing system including a receiver for receiving service information appended to a broadcast and transmitting information to the mobile terminal and a service providing device for providing a service in response to a service request, comprising:
means for storing personal information;
means for receiving the service information from the receiver; and

means for generating a service request based on the service information and the personal information and transmitting the service request to the receiver.

14. A mobile terminal for being used in a broadcasting utilizing system including a receiver for receiving service information appended to a
5 broadcast and transmitting information to the mobile terminal and a service providing device for providing a service in response to a service request, comprising:

means for storing personal information;

means for receiving the service information from the receiver;

- 10 means for generating a service request based on the service information and the personal information and transmitting the service request to the service providing device; and

means for receiving information corresponding to the service request from the receiver.

- 15 15. A mobile terminal for being used in a broadcasting utilizing system including a receiver for receiving service information appended to a broadcast and a service providing device for providing a service in response to a service request, comprising:

means for storing personal information;

- 20 means for receiving the service information from the receiver;

means for generating a service request based on the service information and the personal information and transmitting the service request to the service providing device; and

- 25 means for receiving information corresponding to the service request from the receiver.

16. A mobile terminal for being used in a broadcasting utilizing system including a receiver for receiving service information appended to a broadcast and transmitting information to the mobile terminal and a service providing device for providing a service in response to a service request,

comprising:

means for storing personal information;

means for receiving the service information from the receiver;

5 means for generating a service request based on the service information and the personal information and transmitting the service request to the receiver; and

means for receiving information corresponding to the service request from the receiver.

17. A mobile terminal for being used in a broadcasting utilizing system

10 including a receiver for receiving service information appended to a broadcast and transmitting information to the mobile terminal and a service providing device for providing a service in response to a service request, comprising:

means for storing personal information;

15 means for receiving the service information from the receiver;

means for generating a service request based on the service information and the personal information and transmitting the service request to the receiver; and

20 means for receiving information corresponding to the service request from the service providing device.